



Appendix E:

Site Allocations Report
December 2022

Introduction

This report offers an overview of the process that the Arches ‘Chatham’ Neighbourhood Forum (ACNF) undertook to include site allocations within the Arches (Chatham) Neighbourhood Plan (ACNP).

The structure of the document is two-fold, encompassing:

- An overview of the site allocation process, and;
- A list of all the sites considered for allocation within the submitted ACNP.

Site allocations are sites which are expected to come forward for potential development during the plan period of the ACNP, which is 2022-2040. The allocations are outlined within the plan with a site boundary, the indicative land use(s), and the indicative amount of development and building heights. The allocations also include information regarding the key development principles for each site, including access arrangements, flood risk and, where applicable, heritage impact.

The site allocations should act as a guide to shape any forthcoming development proposed for those sites. Development of the sites remains at the discretion of the landowner. These allocations should help give greater certainty and clarity to landowners and developers on what is expected and to ensure that potential development aligns with the community’s vision and aspirations set out within the ACNP.

Medway is under increasing pressure to meet its housing target of 28,475 new homes by 2040. The site allocations put forward through the ACNP aim to contribute to the supply of new housing locally. However, it should be noted that ACNF has not been supplied with a specific housing target for the Neighbourhood Area for an annual or plan-period basis by Medway Council.

Overview of site allocation process

All sites identified for potential development were assessed using Locality’s site assessment pro forma. The following steps were taken in order to allocate sites within the neighbourhood plan boundary.

February 2020

The identification process for site allocations commenced. ACNF reviewed the Medway Strategic Land Availability Assessment (SLAA) 2019 to understand the availability of potential development sites within the designated Neighbourhood Area. As of November 2022, the SLAA is subject to a future update with Medway Council set to undertake a Call for Sites in 2022/23. ACNF did not undertake its own Call for Sites process as it felt that there was no scope for major developments to occur in the Neighbourhood Area, aside from the Go Outdoors superstore and associated land (which later closed in August 2020) and the then emerging 229-home scheme at Queen Street car park.

February - March 2020

Between 17 February and 20 March 2020 (during the first Covid-19 national lockdown), the ACNF committee members carried out a digital ‘walkabout’ of the Neighbourhood Area via Google Maps. This enabled an initial sweep through the area to locate sites which may potentially be subject to future change. The brief was to find sites that could, in principle, be developed.

From this initial digital walkabout, ACNF created an interactive map to help community members to identify potential sites for development, including all of those sites found via the walkabout. This was published on 31 March and shared with the wider forum and the public via a website blog post and social media.

See the interactive map: https://www.google.com/maps/d/u/0/edit?mid=1rAE7Slst_eU9b7nAablVfOjzrBme8Y&ll=51.378342066128184%2C0.5323838443790496&z=15

The initial list of sites identified for potential allocation at this stage were as follows:

- Brook Car Sales & Medway Transmissions
- The Brook and King Street land
- Former Go Outdoors superstore and associated land
- Union Place car park
- 393-395 High Street
- Car park next to Pembroke Court

- Arches View
- Land on Chatham Hill and Mount Pleasant
- Luton Road Shoppers Car Park
- Luton Invicta Social Club car park
- Green off Listmas Road
- Bright Road garages
- Lawn Close garages
- Luton Primary School playing field
- Land behind 52 Dagmar Road
- Garages off Shipwrights Avenue

April 2020

ACNF reviewed planning applications where they existed relevant to the initial sites listed above to gain an insight into the intentions of landowners and their commitment to development. Furthermore, the information supplied within the planning applications provided us with a basis to progress the individual site allocations.

All the initial sites were analysed using Locality’s site assessment pro forma with regard to the following documents from Medway Council’s existing evidence base to gain an understanding of the available land for development within the Neighbourhood Area. A review of the following documents was undertaken:

- Medway Local Plan 2003
- Chatham Town Centre Masterplan 2019
- Medway Strategic Land Availability Assessment (SLAA) 2019
- Homes England Land Hub

Potential constraints affecting the identified sites were also considered by reviewing the following:

- Central Medway Air Quality Management Area (AQMA)
- Statutory environmental designations
- Flood mapping
- Surface water mapping
- Historic England’s National Heritage List

Using the pro formas, ACNF deselected numerous sites from the initial list that were considered unsuitable for future development during the plan period. The deselected sites were:

- **Luton Primary School playing field:** The pro forma concluded that this greenfield site can only accommodate minimal change due to its highly valued landscape and is not expected to be available for development within the plan period.
- **Green off Listmas Road:** The 2019 SLAA listed the site (site reference 732) as “unsuitable due to lack of a suitable access to the site, [and also] unachievable and unavailable.”

- **Luton Road Shoppers Car Park:** Medway Council undertook a consultation regarding future options for the car park between November 2016 and February 2017. The findings from the consultation concluded that the respondents were most likely to state that keeping the site as a car park was their most preferred option and the majority were opposed to its potential closure. Furthermore, a Freedom of Information request in 2020 confirmed that Medway Council had not received any third-party interest to develop the site for housing and that it had not decided whether to pursue development.

- **Brook Car Sales and Medway Transmissions:** The site was considered undeliverable due to the complex land ownership arrangement.

December 2020
A draft version of the ACNP, Design Code and a SEA Screening Note was shared with Medway Council.

February - May 2021
The following 12 sites went into Regulation 14:

- The Brook and King Street land
- Former Go Outdoors superstore and associated land
- Union Place car park
- 393-395 High Street
- Car park next to Pembroke Court
- Arches View

- Land on Chatham Hill and Mount Pleasant
- Luton Invicta Social Club car park
- Bright Road garages
- Lawn Close garages
- Land behind 52 Dagmar Road
- Garages off Shipwrights Avenue

During Regulation 14, the land owners of the above sites were sent a hard copy letter to make them aware of the potential site allocations and to seek representations of their views.

April 2021
Medway Council confirmed that a Strategic Environmental Assessment (SEA) and Habitats Regulation Assessment (HRA) were required as the ACNP was found to have a likely significant effect on the environment, partly deriving from the inclusion of site allocations.

January 2022
SEA and HRA reports are received from AECOM.

May - June 2022
After seeking advice from Locality, ACNF was advised to rerun its Regulation 14 in light of the SEA and HRA findings. ACNF deselected numerous sites from the initial list that were featured within Regulation 14 in 2021. The deselected sites were:

- **97-99 The Brook:** The site was considered undeliverable due to the complex land ownership arrangement.
- **Luton Invicta Social Club car park:** The owner of Luton Invicta Social Club expressed that the car park was integral to the continued community function of the site. Therefore, the site was not available for development.
- **Lawn Close garages:** Neighbouring property owners were not supportive of this proposed allocation. Therefore, the site was not available for development.
- **Garages off Shipwrights Avenue:** While a positive representation was made by an individual garage owner in support of the allocation during Regulation 14, the site was considered undeliverable due to the complex land ownership arrangement.

December 2022

Following the rerun of Regulation 14, the final list of site allocations was consolidated down to 8 sites. These are:

- 1. The Brook and King Street land
- 2. Former Go Outdoors ('Former Go Outdoors store and associated land')
- 3. Union Place
- 4. 393 High Street (393-395)
- 5. Pembroke Court car park ('Car park next to Pembroke Court')
- 6. Arches View ('Arches Heights')
- 7. Bright Road ('Bright Road garages')
- 8. Dagmar Road ('Land behind 52 Dagmar Road')

Land density approach

Two land density ranges are used in this site allocation process. These models follow the boundary split as illustrated in the Design Code (Appendix A), Zone 1: The Brook and Zone 2: Luton and Shipwrights.

Zone 1: The density proposed for The Brook character area is approximately 100-250 dwellings per hectare across residential-led sites. This could accommodate a range of residential typologies, including, town houses, maisonettes, mixed-use apartments and mansion blocks. Recent developments locally, such as Chatham Waterfront and Garrison Point, fall within this density range. Higher density buildings are considered appropriate for this area in order to create a more efficient use of land by benefiting from and maximising accessibility to public transport infrastructure within Chatham town centre. A higher density also creates more development opportunities to deliver new homes, introducing a critical mass of residents and workers to support the services and amenities of the town centre. Despite the Chatham Town Centre Masterplan 2019 not prescribing a specific density figure or range, a conscious effort has been made to exceed the minimum density requirement of the Gillingham Town Centre Masterplan 2019 and the indicative figure of the Strood Town Centre Masterplan 2019, as set out within the Medway Strategic Land Availability Assessment (SLAA) 2019, to provide for intensification within the centre of Chatham.

Zone 2: In comparison to The Brook character area, the Luton and Shipwrights area is largely well established and the scope for change is limited to mostly small-scale, infill development opportunities, where the densities that can be achieved are expected to be lower. The density proposed for the Luton and Shipwrights character area is approximately 70-150 dwellings per hectare across residential-led sites. This density could accommodate a range of residential typologies, including mews housing, town houses, maisonettes and mixed-use apartments without detracting from the highly valued historic streetscape.



Site 1 - The Brook and King Street land

Existing use: Vacant land.

Availability & viability: The site is included as part of a wider allocation within the 2019 SLAA (site reference 866), which indicated a site capacity of 23 homes and an expected delivery timeframe of 6-10 years.

- Site parameters:
- Site area: 0.06 hectares
 - Indicative future use(s): Residential
 - Indicative site capacity: 100-250 dwellings per hectare
 - Maximum height parameter: 6 storeys (see Design Code)
 - Flood zone: Low risk with a high risk of surface water flooding

Land ownership: mhs homes and Medway Council.

Key development principles: The site is suitable for residential development with primary access to the south and east of the site to provide continuity with the existing street layout. Any future development should ensure that access and amenity space should be located to the northern part of the site which is less susceptible to traffic noise and pollution.

Heritage: The site is situated within the setting of the Brompton Lines Conservation Area, Brompton Lines Scheduled Monument and the Grade I-listed Naval War Memorial. It is also located approximately 25m to the north of ‘The Brook Low Level Pumping Station’ Scheduled Monument.

Relevant planning history: N/A



Site 2 - Former Go Outdoors

Existing use: Former Go Outdoors superstore, a former indoor market hall and the Market Hall multi-storey car park.

Availability & viability: The site was identified as suitable and available in the 2019 SLAA with a capacity of 120 homes and an expected delivery timeframe of 11-15 years (site reference 760). Furthermore, the Chatham Town Centre Masterplan 2019 indicates that the redevelopment of the site is deliverable in the medium-term between 2025 and 2030 (Opportunity Site V). An urban design competition for the site was commissioned by the former Head Tenant, Lightstone Chatham LLP, in 2019, which included entries from Pod Architects and Design Engine Architects, demonstrating a commitment to explore future development options at the time. In 2022, Arpenteur secured the unconditional purchase of the site as a development and investment opportunity to provide a new residential mixed use quarter for Chatham.

- Site parameters:
- Site area: Circa 1.34 hectares
 - Indicative future use(s): residential-led mixed use
 - Indicative site capacity: 100-250 dwellings per hectare
 - Maximum height parameter: 6 storeys (see Design Code)
 - Flood zone: Low risk

Land ownership: Medway Council (freehold and sub-lease), Arpenteur (head lease) and Go Outdoors Ltd (sub-lease). ACNF was in conversations with an interested party who was intending to acquire the whole site, which appeared to have fallen through. Letters were sent to the previous land owner,

Lightstone Chatham LLP, to inform them of the ongoing process and to encourage involvement.

Key development principles: Topographical considerations include the land rising towards the east of the site with a level change of approximately 9 metres from the land to the south west. Any future development should ensure an active frontage of mixed uses on the High Street in order to repair the historic urban gain of the street. Proposals should seek to achieve enhanced permeability and pedestrian connectivity to improve connections between the Great Lines Heritage Park and Chatham town centre.

Heritage: The site is situated within the setting of the Brompton Lines Conservation Area, Brompton Lines Scheduled Monument and the Grade I-listed Naval War Memorial.



Site 3 - Union Place

Existing use: Former Buzz Bingo and Union Place Car Park.

Availability & viability: In 2022 this site, in part, was acquired by Donard Living with Zetland Capital LLP to pursue a residential-led mixed use development on this entire site (including the Medway Council-owned Union Place car park). ACNF is in conversations with Donard Living and its partners (Savills, Pod Architects, etc) to ensure that any forthcoming proposals are reflective of community aims and aspirations. An outline planning application is anticipated with some matters reserved to fall within Q4 2022/Q1 2023. Medway Council’s Cabinet is set to convene on 13 December 2022 where a recommendation has been put forward to declare Union Place Car Park surplus to requirements, so that it can be disposed of for development. It is expected the marketing of the car park is likely to take place in Q4 2022/Q1 2023, with sale completing and the car park closing in spring 2023. Donard Living has publicly announced its intentions to purchase the car park and it has therefore been included within its proposed development.

- Site parameters:
- Site area: 0.26 hectares
 - Indicative future use(s): Residential-led mixed use
 - Indicative site capacity: 100-250 dwellings per hectare
 - Maximum height parameter: 6 storeys (see Design Code)
 - Flood zone: Low risk with a high risk of surface water flooding

Land ownership: Multiple land owners. A private land developer, Donard Living, owns the former Buzz Bingo, while the adjacent Union Place Car Park is owned by Medway Council.

Key development principles: The site is situated within the Central Medway Air Quality Management Area (AQMA). Any future development should ensure that access and amenity space should be located to the northern part of the site which is less susceptible to traffic noise and pollution.

Heritage: The site is situated within the setting of the Brompton Lines Conservation Area, Brompton Lines Scheduled Monument and the Grade I-listed Naval War Memorial.

Relevant planning history: MC/22/2582 Screening Opinion on EIA for 250 residential dwellings and flexible commercial space (Class E) - demolition of existing building - November 2022.



Site 4 - 393 High Street

Existing use: Vacant land.

Availability & viability: The site has been subject to 4 planning applications (MC/06/0452, MC/06/0483, MC/07/2089 and MC/14/1772), demonstrating the availability of the site and the land owner’s intention to pursue development.

- Site parameters:
- Site area: 0.055 hectares
 - Indicative future use(s): Residential
 - Indicative site capacity: 100-250 dwellings per hectare
 - Maximum height parameter: 6 storeys (see Design Code)
 - Flood zone: Low risk with a high risk of surface water flooding

Land ownership: Private

Key development principles: Proposals should consider the sloping nature of the upwards towards Cavalier Place in the north east of the site and the site’s location within the Central Medway Air Quality Management Area (AQMA).

Relevant planning history: In March 2018, the landowner received planning approval (discharge of conditions) for a 6-7 storey residential building with ground floor retail space.



Site 5 - Pembroke Court car park

Existing use: Private car park.

Site parameters:

- Site area: 0.06 hectares
- Indicative future use(s): Residential
- Indicative site capacity: 100-250 dwellings per hectare
- Maximum height parameter: 6 storeys (see Design Code)
- Flood zone: Low risk with a high risk of surface water flooding

Land ownership: Ashdown Medway Accommodation Trust.

Key development principles: As there are existing terraced housing adjacent to the site, residential development should aim to continue this typology. Its location at the junction of two streets also provides an opportunity to design a building to effectively turn the corner.

Relevant planning history: N/A



Site 6 - Arches View

Existing use: Vacant land with advertising hoardings.

Availability & viability: Wexham Homes Limited acquired the site from the previous land owner JCDecaux with an intention to develop it. Three planning applications were submitted between 2019 and 2020 (MC/19/0211, MC/20/1257 and MC/20/3102), with all three refused planning permission by Medway Council and a dismissed appeal (APP/A2280/W/19/3238080). Despite this, the principle of residential development on this site was considered acceptable, demonstrating that development is achievable and viable.

Site parameters:

- Site area: 0.04 hectares
- Indicative future use(s): Residential
- Indicative site capacity: 70-150 dwellings per hectare
- Maximum height parameter: 4 storeys (see Design Code)
- Flood zone: Low risk

Land ownership: Wexham Homes Limited.

Key development principles: Proposals will need to consider the significant level change between the site and the properties on Hillside Road and its location within the Central Medway Air Quality Management Area (AQMA).

Relevant planning history: MC/20/3102 | Outline application with some matters reserved (Landscaping) for construction of an apartment block comprising nine 1-bedroom flats with associated bin/cycle storage. Refused in February 2021.



Site 7 - Bright Road

Existing use: Terraced garage block, accessed from Bright Road.

Availability & viability: mhs homes has pursued a programme to redevelop its redundant garage blocks for residential use in recent years. Examples within the Neighbourhood Area include Alfred Close and Cavalier Place. The site is in a poor condition, attracts anti-social behaviour and is vacant in part. It is therefore expected that the site will come forward for development within the plan period.

- Site parameters:**
- Site area: 0.07 hectares
 - Indicative future use(s): Residential
 - Indicative site capacity: 70-150 dwellings per hectare
 - Maximum height parameter: 4 storeys (see Design Code)
 - Flood zone: Low risk with a high risk of surface water flooding

Land ownership: mhs homes

Key development principles: This site is suitable for terraced development of up to 4 stories (e.g. car-free mews with shared courtyard/garden). Access into the site should be focused from Bright Road although there is the opportunity to provide a pedestrian route through the site from Castle Road. This site could also provide the opportunity to improve the interaction between the site and the pedestrian footpath on the north east edge of the site as currently the garages create an inactive frontage.

Relevant planning history: N/A



Site 8 - Dagmar Road

Existing use: Vacant land to the rear of 52 Dagmar Road. It is accessed via the service road off Shipwrights Avenue.

Availability & viability: The site has been subject to 5 planning applications between 2011 and 2019 (MC/11/1114, MC/15/0032, MC/16/4779, MC/17/1325 and MC/19/1599) and a dismissed appeal (APP/A2280/W/20/3251866). This demonstrates the availability of the site and the land owner’s intention to develop it.

- Site parameters:**
- Site area: 0.049 hectares
 - Indicative future use(s): Residential
 - Indicative site capacity: 70-150 dwellings per hectare
 - Maximum height parameter: 4 storeys (see Design Code)
 - Flood zone: Low risk

Land ownership: Private.

Key development principles: Proposals should consider the sloping nature of the site, upward towards Dagmar Road. The site is suitable for terraced development with access to the north west of the site via the service road. Outdoor amenity space should be located on the south-eastern edge of the site.

Relevant planning history: MC/19/2408 Construction of a terrace of four 3-bedroom houses with associated landscaping and parking. Refused at LPA and dismissed at Appeal as of 11th November 2022.





AC
NF